

REMARKS

Claims 1-16 are all the claims pending in the application.

Reconsideration and allowance of this application are respectfully requested.

Incorporate by Reference

In addition, Applicant incorporates by reference the arguments with respect to these claims in the January 10, 2007 Amendment.

Claim Rejections - 35 U.S.C. § 102

Claims 1, 3, 9, 10, 12-13, and 15 have been rejected under 35 U.S.C. § 102(b) as being anticipated by Gerace (US Patent No. 5,848,396). In response to the claim rejections, Applicant submits the arguments below in traversal.

Applicant respectfully submits that claim 1 is believed to be patentable because the Examiner's characterization of certain elements of Gerace as corresponding to the claimed **grouping advertisement [] in at least one predetermined area**, assigning channel numbers to the advertisements, and establishing a database to connect the predetermined areas to the groups of advertisements and the channel numbers, is inconsistent and does not support the claim 1 feature.

Gerace fails to disclose or suggest:

(a) **grouping advertisements which can be displayed in at least one predetermined area** of a web page;

(b) determining a sequence for the advertisements included in the groups according to predetermined criteria;

(c) assigning channel numbers to the advertisements on the basis of the determined sequence; and

(d) establishing a database to connect the predetermined areas to the groups of advertisements and the channel numbers

The present invention relates to solving the problem of a number of banner advertisements that can be provided on a single web page is limited [para: 003]. Claim 1 of the present invention includes the features of **grouping advertisements** which can be displayed in a **predetermined area** of a web page, establishing a database to connect the predetermined area to the grouped advertisements and channel numbers assigned to the advertisements, whereas the cited references do not disclose these features.

Gerace discloses a feature for indicating the **maximum number of views** in a series to be displayed per user and per user per day for serially displayed advertisements (col. 12, lines 39-41). Gerace supplies these maximum number of views in a series to be displayed in order to provide information regarding user viewing history for serially displayed advertisements to the sponsor (col. 3, lines 11-15). However, Gerace does **not** disclose the claim 1 features, as stated above, that solves the problem of the number of banner advertisements which can be provided on a single web page being limited, because the claim 1 feature of “grouping advertisements which can be displayed in at least one **predetermined area** of a web page” is not limited to a maximum

number. Accordingly, Gerace fails to disclose or suggest the claim 1 feature of **grouping advertisements** which can be displayed in at least one **predetermined area** of a web page.

Therefore, for at least the above reasons and for the reasons previously submitted in the January 10, 2007 Amendment, claim 1 is believed to be patentable.

Additionally, claims 2-9 are allowable at least based on their dependency.

For reasons similar to those submitted for claim 1, claims 10 and 13 are believed to be patentable.

Also, since claims 11-12 depend from patentable claim 10 and claims 14-16 depend from patentable claim 13, Applicant submits that these claims are allowable at least by virtue of their dependency.

Claim Rejections - 35 U.S.C. § 103

Claims 2 and 14 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Gerace in view of Mason (2002/0161648). Applicant respectfully traverses this rejection because Mason either alone or in combination with Gerace fails to disclose or suggest all of the claim limitations. Specifically, claims 2 and 14 are allowable based on their dependency from patentable claims 1 and 13, because Mason fails to make up for the deficiencies of Gerace described above.

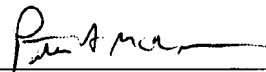
Claims 4-8, 11, and 16 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Gerace in view of do Rosario Botelho (2002/0069105). Applicant

respectfully traverses this rejection because do Rosario Botelho either alone or in combination with Gerace fails to disclose or suggest all of the claim limitations. Specifically, claims 4-8, 11, and 16 are allowable based on their dependency from patentable claims 1, 10, and 13, because do Rosario Botelho fails to make up for the deficiencies of Gerace described above.

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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